

ABSTRACT OF THE DISCLOSURE

The present invention provides a pop-up mechanism and a camera apparatus equipped with this pop-up mechanism which can be configured without using a motor or a gear train and manufactured at a low cost by reducing the number of parts and realizing compactness and light weight.

More specifically, the invention provides a pop-up mechanism and a camera apparatus equipped with this pop-up mechanism, comprising a strobo apparatus (9) which is supported so as to be movable between a pop-up position and a housing position, a coil spring (29) which urges the strobo apparatus (9) to the pop-up position, a working member (11) having a hooking piece (13) which holds the strobo apparatus (9) at the housing position, and a plunger mechanism (16) which is linked to said working member and of which magnetic attracting force is inactivated when the plunger mechanism is energized, wherein, in a condition that the strobo apparatus (9) is housed, the working member (11) is attracted by a magnetic force generated in the plunger mechanism (16) resisting a spring force of the coil spring (29), the hooking piece (13) is engaged with a wire (32) to hold the strobo apparatus (9) in the housing position, the plunger mechanism (16) is energized to inactivate a magnetic attracting force to move the hooking piece (13) backward from the wire (32) by a spring force of the coil spring (29), and the strobo apparatus 9 is sprung up to the pop-up position.